



**GREAT
SANKEY**
PARISH
COUNCIL

Advertising Policy

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Parish Office
Whittle Hall Community Centre
Lonsdale Close
Great Sankey
Warrington
WA5 3UA

www.greatsankeypc.org.uk
enquiries@gs-pc.net
01925 712279

1. Executive Summary

This policy sets out a framework for the consideration of requests to display advertising posters or banners, or similar, at parish council sites. Priority will be given to community centre customers, charity and community organisations operating within the parish.

2. Community Centre Customers

All requests to display an advertising banner shall be in put writing. Each request will be considered on its individual merits; however, the council will consider the following points:

- The request must be made by a group or organization using the Parish Council's Community Centres, including sports fields, and must be used to promote Parish Council customers, but must not be used to promote retail or commercial ventures. These include regular groups at the centres, or single hire customers.
- For one-off events/activities:
Banners should only be used to promote forthcoming events unless otherwise agreed by the Council and must be removed at the end of the event.
- Consideration will be given to the effect on neighbours and the visual impact of the banner.
- For banners to promote specific classes or groups within the community centres:
The customer will be the responsible for removing the banner from the centre at the end of each session/end of each day unless agreed otherwise by the Parish Council.
- In the event of persistent infringements of any conditions attached to an agreement to display a banner, the Council will retain the right to remove the banner, prevent the group from applying for further requests and in extreme cases refuse to permit a group from using Parish Council Centres.
- GSPC staff will be asked to police the compliance of any agreement but must not put themselves in a situation where verbal or other conflict could arise.
- Failure to comply with these regulations shall be reported to the Parish Clerk and to the full Parish Council if necessary.

3. Charity Fundraisers at non-Parish Council venues

Posters or banners for charity fundraisers taking place at other venues to be allowed subject to the following criteria:

- Approval to be for fundraising events which result in a clearly defined benefit for members of the local community. In other words, it is not for the benefit of one customer at a centre. This would not facilitate wider spread community benefit.
- Members of the local community are clearly involved in the fund-raising initiative.
- Posters may be displayed for up to a period of 6 weeks prior to the event.

- Permission to be sought in writing prior to the event to allow the council to stipulate poster sizes / time management in cases of more than one application for a respective time period.
- In the event of infringements of any conditions attached to an agreement to display a banner, the Council retain the right to remove the banner from its premises.
- GSPC staff will be asked to police the compliance of any agreement but must not put themselves in a situation where verbal or other conflict could arise.

4. Groups/organisations at non-Parish Council venues

- Residents Association meetings and public meetings can be advertised providing they relate to residents of Great Sankey
- other community activities may be promoted on the Parish Council website and/or Facebook page if space and resources are available and if the activity would benefit Great Sankey residents.